

DEPARTMENT OF COMMUNICATION

**MANONMANIAM SUNDARANAR
UNIVERSITY**

TIRUNELVELI,

TAMIL NADU,

INDIA 627012

**Master of Arts
(Journalism and Mass
Communication)**

Choice-Based Credit System (CBCS)

2016 SYLLABUS

MA (Journalism and Mass Communication)

Choice-Based Credit System (CBCS) 2016 SYLLABUS

Course Duration: Two years

System: Choice-Based Credit System (CBCS)

No. of Semesters: Four

Credits Required for Graduation: 90

Admission and Eligibility Norms:

Any individual with a Bachelor's degree in any subject from a recognized Indian or foreign university is eligible to apply. The selection will be based on *Entrance Exams and qualifying undergraduate degree marks*.

Reservation : As per Roaster System of Government of Tamilnadu.

Age Limit : 35 Years

No. of seats:25

Mandatory course requirements:

Every student must bring out one issue of *Thamirabarani* (the student tabloid/Broadsheet), submit workshop records (in cases where the workshop module is mandatory), undergo at least one internships (internship must be for a minimum period of four weeks) in media organizations outside the three districts of southern Tamil Nadu and submit reports within 15 days from the date of completion of the internship.

Assessment Method:

Distribution of marks in Theory between External and Internal Assessment is 75:25

Practical- External: Internal Assessment is 60:40 Project Work- Report: Viva-voce is 60:40. There is a separate passing minimum for the external and overall components.

Attendance:

Attendance in the course is mandatory and every student must have at least 75% attendance to appear in the university examination.

Passing minimum:

Students must secure a minimum of 50 marks where the students are considered as qualified only if they get at least 50% of marks in external examination).

Ranking:

The names of the rank holders will be announced by the university.

Declaration of Results:

The results of the internal assessment would be declared by the Dept. of Communication during the last working week of the semester. The final results are declared by the university after the completion of the evaluation work.

MA JMC			
First year			
Semester 1			
	Title of the Paper	Hours	Credits
Core 1	History of Communication	4	4
Core 2	Reporting	4	4
Core 3	Critical Communication Studies	4	4
Elective	Writing for Radio/ History of Tamil Culture	3	3
Practical	Editorial Practice	4	2
		19 h	17 c
Semester 2			
Core	Advertising and Public Relations	4	4
Core	Critical Media Literacy	4	4
Core	Photo Journalism	4	4
Elective	Writing for Television / Tamil Journalism	3	3
Supportive Course	Basic Photography / Film Appreciation / Human Rights Reporting	3	3
Practical	Communication Design	4	2
		22 h	20 c

Second year			
Semester 3			
Core	Communication Research	4	4
Core	Film Studies	4	4
Core	Communication Ethics, Laws and Policies	4	4
Elective	Writing for New Media/ Public Communication Campaign	3	3
Supportive Course	Citizen Journalism/ Radio Journalism/ Media Literacy	3	3
Practical	Case Studies- Media Content	4	2
		22 h	20 c
Semester 4			
Core	Development Communication	4	4
Core	International Communication	4	4
Core	New Media Studies	4	4
Elective	Script Writing/ Science Communication	3	3
Project-1	Dissertation/ Documentary	-	Flexible
Project-2	Lab Journal/ Internship Report	-	Flexible
72 C		15 h	15 c

SEMESTER I

HISTORY OF COMMUNICATION

UNIT I

Understanding early human communication patterns – Orality – early forms of communication – nature and manmade - traditional and folk forms – becoming literate - early writings – types and reach

UNIT II

Technology and communication – becoming typographic - Print – origin and reach – newspapers in industrial and post industrial era - mass communication - Telegraph and photography – Hyper graphic - Optical and electrical Telegraphy – telephone – phonograph - moving images –cinema - sound - audio visuality - mass culture

UNIT III

Electronic age - Broadcast media – radio and television – satellite communication – transnational and international communication – post modern communication - Digital communication - Cybernetic – internet history – mobile communication technologies – electronic reading – videotape to digital imaging

UNIT IV

Communication studies as discipline – origin and development – scope and reach – communication research – context and trends – interdisciplinary approach - contributions

UNIT V

Milestones in communication studies – theoretical benchmarks worldwide – noted communication theorists and their contributions – future of communication studies

REFERENCE BOOKS:

1. Donald MacKenzie & Judy Wajcman, "Introductory Essay: The Social Shaping of Technology"
2. Terence P, Moran, Introduction to the History of Communication: Evolutions & Revolutions
3. Peter Simonson and David W.Park (Eds), The International History of Communication Study,

REPORTING

UNIT I

Fundamentals of journalism – and fairness. Cultivating News Sources, Types of news: Hard and Soft

UNIT II

Basic reporting techniques – rudimentary interviewing skills and using online databases, the Internet and other sources to gather background material for stories and find news documents.

UNIT III

Understanding Beats and their categories-live speaking events; Recognize and articulate good story ideas. Specialised reporting: Defense, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc

UNIT IV

Basic news writing skills – spelling, grammar, Associated Press style, attribution, the inverted pyramid structure, single-sentence paragraphs, crisp and compelling news leads, and the use of quotations.

UNIT V

Incorporating technology in newsgathering (including video gathering, editing and presentation, audio gathering, editing and presentation and writing for multiple platforms)

REFERENCE BOOKS:

1. Shrivastava, K. M. (1987). News Reporting and Editing, Sterling Publishers.
2. Parthasarathy, R. (1994). Here is the News: Reporting for Media, Sterling Publishers.
3. Stovall, J.G. (2011). Journalism, Prentice Hall.
4. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.
5. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication.
6. Kessler, L. (1984). When Words Collide: A Media Writer's Guide to Grammar and Style. Wadsworth, 2000.

CRITICAL COMMUNICATION STUDIES

UNIT I

Early communication theories – classical period – Plato – Aristotle – classical rhetorical theory – powerful effects theories of mass media - conceptual foundations of early critical theory - understanding – hermeneutics - George Hegel – Karl Marx – Friedrich Nietzsche - Marxist theory and Criticism

UNIT II

Critical Theories of Communication – The Frankfurt school and critical theory – Idealism and Materialism - Kant, Hegel, Marx, Freud, Weber and Lukacs — Kurt Lewin – Paul Lazarsfeld – Berelson – limited effects of mass media – Roland Barthes – Simone de Beauvoir – Four theories of the Press – study of space in communication

UNIT III

John Klapper – effects of mass communication – sociological theories of mass media - Uses and gratifications - Cultivation theory, Agenda-setting theory, Uses and gratification theory, Dependency theory, Play theory, Social learning theory and Reflective-projective theories; Media and Society

UNIT IV

Semiotics - Psychoanalysis - Structural theories – Max Weber – Studies of Mass media – Powerful media effects theories – Hypodermic needle theory – Walter Lippmann - Post – Structuralism – Foucault, Derrida – Gender and sexuality – Feminist Gender theories - Judith Butler – Stuart Hall – Edward Said

UNIT V

Post Modernism – Critical Discourse Analysis - Shifts in cultural theories - Jurgen Habermas – contemporary cultural studies - Birmingham school - Critical theory and analysis of contemporary mass society .

REFERENCE BOOKS:

1. Donald MacKenzie & Judy Wajcman, "Introductory Essay: The Social Shaping of Technology"
2. Terence P. Moran, Introduction to the History of Communication: Evolutions & Revolutions
3. Peter Simonson and David W. Park (Eds), The International History of Communication Study,
4. M. Horkheimer and T. Adorno, Dialectic of Enlightenment (Stanford) Feenberg and Leiss, The Essential Marcuse (Beacon)
5. J. Habermas, The Structural Transformation of the Public Sphere (MIT)
6. Writings of the Young Marx on Politics and Philosophy, edited by L. Easton and K. Guddat (Doubleday).

WRITING FOR RADIO

UNIT I

Characteristics of radio medium. Radio production fundamentals. Purpose of production and type - Radio in India; use of radio for education; instructional programmes in radio; conceptualization for educational radio; research for radio programmes.

UNIT II

Basics for writing for Radio, Difference between Print writing and Radio writing - Radio Scripting and Language. Writing to sound. Element of radio script. Stages of scripting and editing. Interviewing. Methods of interviews - Location of recording. Narration Styles. Music recording.

UNIT III

Role, duties and responsibilities of an Announcer, and radio Jockeys-Voice, Pitch, Volume and Tempo, Importance of pronunciation and vocabulary, Presentation techniques of music and film music.

UNIT IV

Types and formats of Radio programmes-- News, Interviews, Talks, Dramas, Discussions, Features, Documentaries, Jingles, Phone-ins, Road shows, Spots, Sponsored programmes, Sponsorship and Info-commercials ; Traffic management.

UNIT V

News reading and presentation methods. Pronunciation. Vocal stressing. Inflection. Quotation marks. Errors and emergencies. Headphones. Trails and promos. Phone-in programmes. Listener's letters. Conducting Road Show and radio production

REFERENCE BOOKS:

1. News Writing for Radio and T.V: K.M. Shrivastava, Sterling Publication New Delhi
2. This is All India Radio: P.C. Chatterjee, Publication Division, New Delhi
3. News Writing: George A. Hough, Kanishka Publication, New Delhi
4. H.R. Luthra Indian Broadcasting, Publications Division 2. Robert Mc Liesh Radio Production, Focal Press 3. James R. Alburger The Art of Voice Acting, Focal Press
5. Radio: A Guide to Broadcasting Techniques – E Evans
6. Hand Book of Broadcasting – Waldo Abbot and R Rider (McGraw Hill)
7. Techniques to TV Production – Rudy Bretz (McGraw Hill)
8. Broadcasting and the People – MehraMassani (NBT)

HISTORY OF TAMIL CULTURE

UNIT I

Social and cultural history –Sangam Age and Post Sangam Age – Age of Pallavas, Cholas, Pandyas - Customs and Practices Economic Life - Trade - Religion - Literature – Arts -

UNIT II

Social and cultural history - Vijayanagar and Nayak Rule - Marathas of Tanjore - Customs and Practices Economic Life - Trade - Religion - Literature – Arts

UNIT III

Tamilagam under Congress Rule : Pre - Rajaji Period C.Rajagopalachari - K.Kamaraj - M.Bhakthavatsalam - Their achievements - Social - Economic - Educational Policies – Tamilagam under Dravidian parties – D.M.K. – ADMK -

UNIT IV

Religious Developments: Hinduism - Revivalist Movements - BrahmoSamaj - Ramakrishna Mission - Theosophical Movement - SaivaSiddhantam - Mutts - Islam - Wahabi Movement - Sufism - Fakirs - Christianity and its Impact

UNIT V

Social Reform Movements : Dalit Movement : Pandit C. Iyothethasar - Rettamalai Srinivasan - N. Sivaraj Vaikunda Swamy Movement - Indian National Congress and Social Reforms - Justice Party and Social Reforms - Self - Respect Movement - Women movements and Social Legislations

REFERENCE BOOKS:

1. Balasubramanian C. - The status of women in Tamilnadu during the Sangam Age, 1976.
2. Devanesan A. - History of Tamilnadu, Renu Publications, Marthandam, 1997.
3. Mahalingam T.V - Administration and Social Life under Vijayanagar, Madras, 1940.
4. Dr. Minakshi C. - Administration and Social life under the Pallavas, University of Madras, Madras, 1977.
5. Nagaswamy R. - Studies in South Indian History and Culture.
6. Nilakanta Sastri K.A. - The Chōlas, Vol I, University of Madras, Madras, 1984.
7. Hardgrave, R., : The Dravidian Movement, Popular Prakashan, Bombay, 1965.
8. Pillay K.K. - A Social History of the Tamils, University of Madras, Madras, 1975.
9. Srinivasa Aiyengar P.T - History of the Tamils, Madras, 1929.
10. Subramanian N. - Sangam Polity, Ennes Publications, Udumalpet, 1996.
11. Hardgrave (Jr) R.L.,: The Nadars of Tamilnadu, University of California Press (Berkley and Los Angeles), 1969.

PRACTICAL: EDITORIAL PRACTICE

List of Practicals:

1. Writing News
2. Headlines
3. Writing Lead
4. Writing Sports news
5. Writing Features
6. Writing Editorials
7. Editing Principles
8. Editing symbols
9. News selection
10. Agency reports
11. Readability
12. Rewriting
13. Editing wire news
14. Picture editing
15. Writing Cutline
16. Editorial page
17. Writing Reviews
18. Page layout

A record work of the list of practicals mentioned above has to be submitted with regular countersign from the faculty in charge. At the end of the semester the practical examination for 3hrs duration will be held with due assessment of the record work.

SEMESTER II

ADVERTISING AND PUBLIC RELATIONS

UNIT I

Introduction to advertising – relevance of advertising in markets today; Evolution and history of advertising; Advertising and the Marketing process. Constituents of advertising. Advertising as Communication, Status of Advertising industry in India, Socioeconomic effects of Advertising, Advertising in Global marketing context; Advertising theories: Hierarchy of needs, Stimulus-Response theory.

UNIT II

Types of Advertising; Critical analysis of ads; Campaign Planning; cycle, models, Strategy, Types. Advertising Agency: Structure, functions, Types, selection:, Media relationship, Global marketing and advertising; implications professional bodies; advertising agencies association Advertising standards Council, professional ethics, challenges and requirements.

UNIT III

Advertising forms; ad production Copy: copy platform, copy format, elements, appeals, Visuals and other creative elements. Techniques of print Ad. Production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media Planning Process, Strategy and methods - Media buying & placement. Professional Ethics, issues and problems; Global marketing and advertising in future.

UNIT IV

Public Relations: Evolution of Public Relations, Four basic elements of public relations PR as a management concept, PR as a profession, PR Functions: public opinion, propaganda, and publicity, PR firms in India: status and growth. Public Opinion -formation and publicity-types.

UNIT V

Organization; Public relations department, Committees; The Public relations Counsel; Tools of PR: Advertising, house journals, Films, Employee Relations, shareholders, special events, PR publics, consumers, community, government, media. PR in private and public sectors; Evaluation and Research; measuring effectiveness. Crisis Management.

REFERENCE BOOKS:

1. Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey.
2. 'Ogilvy on advertising'. David Ogilvy.
3. The Practice of Advertising' 3rd Fdn. Norman Hart, Heinemann Pub. London.
4. Global Marketing and advertising: Understanding Cultural paradoxes' Marieke de Mooij, Sage, New Delhi.
5. Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey.
6. Handbook of Public Relations'. Stephenson, Howard. Mc Graw Hill Pub., Illinois.
7. PR principles, cases and problems', Moor and Canfield.

CRITICAL MEDIA LITERACY

UNIT I

Introduction to Media Literacy – The Development of Media literacy – The Media Literacy Approach – The Need, Scope and Importance of Media Literacy

UNIT II

Media Literacy on Interactive Platforms – Types of Effects: Cognitive- Type Effect, Belief- Type Effect, Attitudinal- Type Effect, Emotional- Type Effect, Physiological- Type Effect, Behavioral- Type Effect, Macro- Type Effect – Factors Influencing Media Effects – Media Literacy: Controlling the Media Effects Process

UNIT III

Becoming Literate with News Content – Controversial Content Elements: Sex – Homosexuality – Violence – Language – Health – Values – Advertising Is Pervasive – Becoming More Media Literate with Advertising - Sports Content-Media Violence and Media Literacy: Implications for Individuals

UNIT IV

Defining Privacy – Media Invasions of Your Privacy – Public Opinion and Regulations – What is Piracy? Type of Piracy – Ownership Rights – Cross-Ownership and Control – Type Concentration – Megamergers – Issues of Concern

UNIT V

Developing Media Literacy: Cognitive Ladder – Emotional Ladder – Moral Ladder – Helping Others: Interpersonal Techniques – Interventional – Public Education – Societal Techniques

REFERENCE BOOKS

1. Approaches to Media Literacy- A Handbook, Art Silverblatt, Jane Ferry, Barbara Finan, Routledge, 2015
2. Media Literacy(7ed), W. James Potter, Sage Publication, New Delhi, 2014
3. Media Literacy and the Emerging Citizen, Paul Mihailidis, Peter Lang – International Academic Publishers,Switzerland
4. Theory of Media Literacy: A Cognitive Approach, W. James Potter, SAGE Publications, 2004.

PHOTO JOURNALISM

UNIT I

Basics: the camera, aperture, f-stops, shutter speeds, ISO, holding camera, types of cameras, Composition and technique, Lighting

UNIT II

Types of photography: action, portraits, storytelling, columns, news, features, spot news, illustrations, photo stories, Captions and reporting

UNIT III

History of Photojournalism-Distinguishing photojournalism from photography, Elements of photojournalism: objectivity, fairness, professionalism, ethics rights and responsibilities of photojournalists, renowned photo journalists in India.

UNIT IV

Identifying and selecting events and scenes for photojournalism coverage, journalistic newsworthiness, human interest, artistic, aesthetic, and cultural factors as criteria for identifying events for photojournalism

UNIT V

Ethics and legal issues in photojournalism, Issues and problems in photojournalism, Communication law as it applies to images and photojournalism, Legal case studies in photojournalism

REFERENCE BOOKS:

1. Fred S. Parrish, (2002). Photojournalism: An Introduction, Wadsworth/Thomson Learning, 2002.
2. Kenneth Kobre, Betsy Brill, (2004). Photojournalism: The Professionals' Approach, Volume 1 Focal Press, 2004.
3. Time-Life Books Editors, (1971). Art of Photography, Time-Life Books.
4. Kenneth Kobre, (2008). Photojournalism: Text, Focal Press.
5. The University of Missouri School of Journalism, (1997). The Best of Photojournalism 22, Running Press Book Publishers.

WRITING FOR TELEVISION

Unit I

Introduction to TV; Difference between structure and functional aspects of newspaper, radio and TV organization; Fictional programs: soap operas, sitcoms, serial & films, News based programme: Talk, Discussion, Interview etc

Unit II

Basic principles of TV News Writing, Sources of TV News, Types of TV News bulletins and their structure, Planning and conducting various types of interviews: Factual, Opinion and Ideas

Unit III

Nature and techniques of electronic news gathering for TV; Qualities and responsibilities of TV news reporter. Interview: types and techniques

Unit IV

Principles of video production; Basic TV production techniques; Idea and visualization; Types of script idea: Shooting script; Script writing for TV news; News presentation techniques; role and function of PCR and TV studio; Live reporting; Concept of breaking news, Types of shots and angles, Camera movements; Microphones: Types & their characteristics

Unit V

Introduction to video editing; Importance of video editing; Types of video editing: linear editing, non-linear editing, live editing; Framing, cut, transitions, crossing the line – imaginary line; News reading and news production

REFERENCE BOOKS:

1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi 19 2. J
2. Janet Trewin, Presenting on TV and Radio, Focal Press, New Delhi
3. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
4. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.

TAMIL JOURNALISM

UNIT I

History of the Tamil Language - Early Tamil, comprising the period between the sixth century before and the sixth century after Christ; Mediaeval Tamil, between the sixth century and the twelfth century; Modern Tamil, from the twelfth century down to the present day – prominent contributors

UNIT II

Early Tamil journalism – Tamil Patrika and others - freedom struggle and Tamil journalism – Swadeshmitran - G. Subramanyalyer - Bharathiyar – Dinamani – Dina Thanthi - and other Tamil dailies growth and contribution

UNIT III

Dravidian movements and Tamil journalism – Periyar - C.N. Annadurai, Kalaighnar Karunanithi – Other political writings - Janasakthi, Theekkathir - and other related journals - Contributions of Tamil magazines and journals – AnandaVikadan - Contemporary Tamil journalism – contributors

UNIT IV

Specific contributors: Thiru. Vi.Kalyanasundaranar, Kalki Krishnamoorthy, Vasana, Changu Subramaniyan T.S. Chokkalingam, Bharathidasan, Ci.PaAthithanar, S.A.P. Annamalai, V. Ramasamylyengar, P. Jeevanandam, T.V. Ramasubbalyer, Cho. Ramasamy, M. Singaravelan, Jeevanandam and others – and their contributions.

UNIT V

Trends in contemporary Tamil journalism: Popular Tamil Newspapers – Magazines – Online Editions – Web portals; Well known Tamil writers and their work - famous writers on/from women, children, dalits, muslims and other marginalized communities

REFERENCE BOOKS:

1. Robin Jeffrey, India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press, 1977-99, OUP,
2. Rajan, Nalini, "21st Century Journalism in India", Sage. (ISBN: 9780761935629)
3. Venkatachalapathy A R., The Province of the Book Scholars, Scribes, and Scribblers in Colonial Tamilnadu Permanent Black, ISBN 81-7824 - 331-8 2011

SUPPORTIVE COURSE Choice -1

BASIC PHOTOGRAPHY

UNIT I

Foundation of historical photographic knowledge.

UNIT II

Basic camera operations.

UNIT III

Basic compositional elements.

UNIT IV

Basics of exposure and image capture

UNIT V

Basic understanding of lighting.

REFERENCE BOOKS:

1. Micheal Langford, (2000). Basic Photography, Focal Press.
2. Anna Fox, Richard Sawdon Smith, (2016) Langford's Basic Photography: The Guide for Serious Photographers, CRC Press.
3. Nanette Salvaggio, Leslie D. Stroebel, &Richard D. Zakia, (2009). Basic Photographic Materials and Processes, Taylor & Francis.
4. John Freeman, (2005). Photography: The New Complete Guide to Taking Photographs : from Basic composition to the latest digital techniques, Franz Steiner Verlag.
5. John Paul Schaefer, (1999). The Ansel Adams Guide: Basic Techniques of Photography, Volume 2 Little, Brown.

SUPPORTIVE COURSE Choice -2

FILM APPRECIATION

UNIT I

History of Cinema –German expressionism, French new wave, Italian neorealism, Indian new wave and the Soviet montage, kinds of film.

UNIT II

Film form (narrative and non narrative systems), film style (dimensions of mis-en-scene, types of framing/editing methods) and the questions of representations.

UNIT III

Elements of film making - Production, Direction, Script-writing, photography, Editing, Art Direction, Sound, Mixing etc.

UNIT IV

History of early cinema with special reference to India, development of the classical Indian film narratives. Film appreciation, Film reviews, Film criticism

UNIT V

World cinema – Cinema movements, Film festivals, Indian cinema, moguls of Indian Cinema- Indian studio system- the dynamics of the cinema-society interface in Tamil Nadu.

REFERENCE BOOKS

1. David Bordwell and Kristin Thompson, Film Art: An Introduction, McGraw Hill, (recent edition).
2. Gerald Mast, Marshall Cohen and Leo Braudy, Film Theory and Criticism, Oxford, (recent edition).
3. John Hill and Pamela Church Gibson, The Oxford Guide to Film Studies, Oxford,1998.
4. Satyajit Ray, Our Films, their Films, Disha Books,1992.
5. NasreenMunniKabir, Talking Films, Oxford,1999.
6. Lucy Fisscher Shot/Countershot , Film tradition and women's Cinema
7. James Monaco, How to read a Film

SUPPORTIVE COURSE Choice -3

HUMAN RIGHTS REPORTING

UNIT I

Definition of Human Rights - Nature, Content, Legitimacy and Priority - Historical Development of Human Rights - International Human Rights - Prescription and Enforcement upto World War II - Human Rights and the U.N.O.

UNIT II

Media and Contemporary Issues on Human Rights: Children's Rights - International standards on reporting human rights violations relating to Women's Rights - Dalit's Rights - Bonded Labour and Wages - Refugees - Capital Punishment

UNIT III

Universal Declaration of Human Rights - International Covenant on Civil and Political Rights - International Covenant on Economic, Social and Cultural Rights and Optional Protocol – Human rights organizations

UNIT IV

National and State Human Rights Institutions – National Human Rights Commission - National Women's Commission - powers and functions – remedial measures – prominent HR issues dealt

UNIT V

course teacher to assign reporting assignments on human rights violations at state and national level

REFERENCE BOOKS:

1. International Bill of Human Rights, Amnesty International Publication, 1988.
2. Human Rights, Questions and Answers, UNESCO, 1982
3. Desai, A.R. - Violation of Democratic Rights in India
4. Pandey - Constitutional Law.
5. Timm. R.W. - Working for Justice and Human Rights.
6. Human Rights, A Selected Bibliography, USIS.
7. J.C.Johari - Human Rights and New World Order.
8. G.S. Bajwa - Human Rights in India.
9. Amnesty International, Human Rights in India.
10. P.C.Sinha & - International Encyclopedia of Peace, Security
11. K. Cheous (Ed) Social Justice and Human Rights (Vols 1-7).
12. Devasia, V.V. - Human Rights and Victimology.

COMMUNICATION DESIGN (PRACTICAL)

Students will learn more about colour, typography, illustration, image creation, movement, visualization in real and virtual spaces while working on projects in different media and technology, like print, graphics, advertising industries and developing experiences in cyber space.

Specialization of graphic design, where students get into branding and corporate design, book and magazine design, exhibition design, poster design, or even clothing graphics, and directional signage. Students will be expose to DTP software photoshop& InDesign

SEMESTER III

COMMUNICATION RESEARCH

UNIT I

Concept of research; Meaning, definition and nature of research; Characteristic features of scientific research; Communication research: Importance of media research; Areas of Communication and Media Research; Basic Elements of research; Formulation of research problems – Conceptualization, Operationalisation, and Measurement – Types of scales - Research Procedure.

UNIT II

Research approaches – Qualitative and Quantitative methods - Hypothesis and variables; Experimental Research; Survey research; Longitudinal research; Content Analysis; Data and Types; Advantages & Limitations

UNIT III

Sampling; Sampling Design; The sampling process; Sampling methods; Tools and methods of research; Questionnaire and schedules; Observation - participatory and non participatory; Interview method; Case study; Coding for content analysis of text, audio and video.

UNIT IV

Importance of research in media; Application of research in electronic media, Print, Advertising, New Media; Formative and summative research; Ethical issues in media research; Media research as a tool of reporting.

UNIT V

Application of Statistics; Tabulation and classification of data; Data analysis, software for data analysis interpretation; Elementary statistics - mean, median and mode; Inferential statistics - correlation and regression and test of significance, principle and theory; Graphic and diagrammatic representation of data; Indexing, citation and bibliography; Research report writing.

REFERENCE BOOKS:

1. Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92
2. Media and Communication research methods: an Introduction to qualitative and quantitative approaches: Arthur Asa Berger ; sage: 1933
3. Applied Communication Research: Judith M. Buddenbaum& Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005.
4. Mass Media Research– Processes, Approaches & Applications: Roger D. Wimmer& Joseph R. Dominick, Wadsworth, 2008.
5. Research Methodology– A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008.
6. Statistical Methods for Practice & Research– A Guide to Data Analysis Using SPSS: Ajai S. Gaur &Sanjaya S. Gaur, Response Books, 2009.

FILM STUDIES

UNIT I

Critical introduction to the origins of film studies as an academic discipline – Characteristics, functions, limitations of film media, elements/genres of cinema - Defining narrative- diegetic and non-diegetic elements – Narrative structure – Alternatives to narrative fiction film- documentary, ethnographic and experimental (avant-garde) films

UNIT II

Histories of pre-cinema, cinema and early cinema - Social context and film style- German Expressionism, Italian neorealism, French new wave, Hollywood, parallel cinema, Bollywood – Film authorship and the auteur – Independent documentary films India/Tamil Nadu

UNIT III

Basic aspects of film language and film aesthetics: Mis-en-scene – Cinematography, Editing, Sound, Production, Stages and element of production

UNIT IV

Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: reception aesthetics and film interpretation. Theorizing Indian cinema/Tamil cinema with particular reference to the cultural studies and political economy approaches

UNIT V

An approach to film analysis- understanding audience expectations – The goal of film analysis- the importance of developing interpretive claims - economics of film production

REFERENCE BOOKS:

1. Adorno, Theodor (2002) The Culture Industry, Routledge.
2. Baskaran, Theodore (1981) The Message Bearers: The Nationalist Politics and the Entertainment Media in South India, Cre-A.
3. David Bordwell and Kristin Thompson (2010), Film Art: An Introduction, McGraw Hill.
4. John Hill and Pamela Church Gibson (1998), The Oxford Guide to Film Studies, Oxford, 1998.
5. Hayward, Susan (1996) Key Concepts in Cinema Studies, Routledge.
6. Hughes, Stephen (2007) "Music in the Age of Mechanical Reproduction: Drama, Gramophone and the Beginnings of Tamil Cinema," The Journal of Asian Studies, 66 (1), pp. 3-34.
7. Ray, Satyajit (1976) Our Films Their Films, Orient Longman.

COMMUNICATION ETHICS, LAWS AND POLICIES

UNIT I

Introduction to Indian constitution – overview - salient features - preamble - constitution - fundamental rights –Article 19 1 (a) – various freedoms reasonable restrictions - freedom of speech and expression and their limits – Fundamental Duties, Right to equality, Right to Constitutional remedies, various writs, Freedom of the press - Brief view of directive principles of state policy

UNIT II

Defamation& contempt of court – intellectual property rights- trademark - patents & copy right media-related Acts: parliamentary privileges; books and registration Act; Working journalist Act, press council of India;Press commissions of India official secrets Act, cinematograph Act - Introduction to cyber laws, cyber crimes; TRAI, BRAI, Censorship and its different forms, cable TV Network Regulations Act.Cyber Security Policy 2013.

UNIT III

Introduction to media ethics – Philosophical background in ethics – Nature of media ethics – Personal ethics and group ethics – Consequences of personal choices – Moral judgment - Standards of taste – Gender and sexual orientation – Stereotyping – Mythmaking by the media – Obscenity and pornography, Sexual offences, Domestic Violence Act, Tabloid and Yellow Journalism – Violence and brutality – Reporting during Special - sensitive situations — Ethical concerns in investigative journalism

UNIT IV

Media and diversity – Ethnic, racial and cultural identities – Social responsibility of media in presenting a representative picture of all constituent groups in society – The role of media during conflicts and wars- conflict-reduction journalism, conflict-resolution journalism – coverage of state security issues and information access – The limits of the right to know - journalism ethics and patriotism -Ethics and cheque-book journalism – New roles for journalism and public opinion, Journalist code of conduct, Broadcast Content Complaints Council

UNIT V

International instruments – Access to information laws and procedures – Right of reply provisions – and case studies right to information Act 2005 major judgments relating to media. Protection of whistleblowers –Laws regulating blasphemy hate speech, and racism –The law and professional standards relating to privacy – Free speech on the web, Media and Public Litigation , Accountability and Independency of media.

REFERENCE BOOKS:

1. Basu, DD (2010) *Law of the Press in India*. Prentice-Hall India.
2. Basu DD (2012) *Introduction to Indian Constitution*, Prentice Hall Indi
3. Media Communication Ethics: Louis Alvin Day, Wadsworth, 2006.
4. Practicing Journalism– Values, Constraints, Implications: NaliniRanjan, Sage, 2005

5. Rape of the Family– Sexual Violence in Indian TV Soaps: Centre for Advocacy and Research, New Delhi, 2006.

WRITING FOR NEW MEDIA

UNIT I

Digital story-telling formats, Content writing, editing, reporting and its management

UNIT II

Structure of a web report, Content for different delivery vehicles

UNIT III

Multi-media and interactivity, writing with hyperlinks

UNIT IV

Content management & content management systems, Storyboarding and planning

UNIT V

Planning and designing of Webpages, Blogs, e-newspaper, e-magazine

REFERENCE BOOKS:

1. Schmidt , E. & Cohen, J. (2013). The New Digital Age, John Murray.
2. Ward, M.(2002). Journalism Online, Focal Press.
3. Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press,Washington.
4. Hall, J.(2001). Online Journalism, A Critical Primer, Pluto Press, London.
5. Shrivastava, K. M.(2013). Social Media in Business and Governance, Sterling Publishing.
6. Marshall,P. D.(2004). New Media Cultures, Oxford University Press.
7. Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.

PUBLIC COMMUNICATION CAMPAIGNS

UNIT I

Public Communication Campaigns – Definition – Concept – types – process – Communication strategies for National and State level campaigns – Social mobilization – Capacity building

UNIT II

Communication Campaign principles and theories – characteristics of effective campaigns – factors determining the success of campaigns

UNIT III

Media Units in India – Dissemination of Government policies and programmes - Campaign planning – strategies, norms - challenges

UNIT IV

Campaign evaluation – Public Communication Campaigns in India – Trends – Reach and effectiveness - Challenges

UNIT V

Practical: Design and submit any two campaign proposal assigned by the teacher

REFERENCE BOOKS:

1. Coffman, J. (2002, May). Public communication campaign evaluation: An environmental scan of challenges, criticisms, practice, and opportunities. Cambridge, MA: Harvard Family Research Project.
2. Public Communication Campaigns, Rice, Ronald E. &Atkin, Charles K. (eds.), Sage Publications: Thousand Oaks, CA, 2001, pg. 5.
3. Coffman, J. (2003). Lessons in evaluating communications campaigns: Five case studies. Harvard Family Research Project.
4. Wilson, L. J., & Ogden, J. D. (2008). Strategic communication planning. (5th ed). Duburque, Iowa: Kendall/Hunt.
5. Rogers, E. M., & Storey, J. D. (1987). In Berger C. R., Chaffee S. H. (Eds.), Handbook of communication science. Beverly Hills: Sage publications.

SUPPORTIVE COURSE Choice -1

CITIZEN JOURNALISM

UNIT I

Basic Reporting- What is news? Who and what is journalism for?The three sources of information: observation, interviews, documents.The Basic Journalism Story Structure

UNIT II

Foundations of journalistic credibility- Factuality, Fairness, Authority, and Verification, the Building Blocks: Statistics, Quotes, and Anecdotes-News stories, feature stories, pegs.

UNIT III

Art of Interviewing -Getting interviews with public figures, handling difficult interviews,how to take notes in an interview, when to tape record an interview, asking for quotes vs. asking for information

UNIT IV

Informing vs. Entertaining- Good reporting is the basis of good writing, Write as you speak, then rewrite, Clarity is the ultimate writing virtue, three writing rules you'll ever need

UNIT V

Reporting issues and trends – observation, documents, interviews, and more story structures - Analysis pieces, profiles, backgrounders, curtain-raisers, sidebars, reporter's notebook, narratives, etc. discovering bogus issues and trends.

REFERENCE BOOKS:

1. Noah Wardrip&Fruin and Nick Montfort, (2003).The New Media Reader, Ed., The MIT Press,Cambridge,
2. Callhan, Pearson/Allyn and Bacon, (2007). A Journalist Guide to the Internet: The Net as a Reporting Tool,
3. Jagdish Chakraborty, (2005) Cyber Media Journalism: Emerging Technologies, Authors Press, New Delhi.
4. Jim Hall, (2001). Online Journalism: A Critical Primer, , Pluto press, London.
5. John Street, PalegraveMcmillan, Hampshire, (2011). Mass Media, Politics andDemocracy,
6. Ryan M. Thornburg, (2011). Producing Online News: Stronger Skills, Stronger Stories, CQ Press,Washington.

SUPPORTIVE COURSE Choice -2

RADIO JOURNALISM

UNIT I

History of Radio in India-Roles of AIR and private broadcasters

UNIT II

Radio News; News Editor; Producer, Radio Reporter; Radio Interview; Radio News Reels; Radio Feature;

UNIT III

Applications of Audio Equipments and Software; Radio Talk; Audience Research

UNIT IV

Skills of speaking over the radio as reporter, presenter, interviewing, narrating, radio jockeying- Conversation outside broadcasts

UNIT V

Radio newsroom organization & structure - Newsroom organization and structure and functions

REFERENCE BOOKS:

1. Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
2. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
3. Broadcasting and the People, MehraMasani, NBT, New Delhi, 1985
4. Basic Radio Journalism, Paul Chantler& Peter Stewart, Oxford, 2003
5. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010

SUPPORTIVE COURSE Choice -3

MEDIA LITERACY

UNIT I

Media and Society: Functions of Mass communication –Contemporary importance of Media in modern society

UNIT II

Media's influence on audiences' thinking and social behavior: Media dependency-Pluralistic media and Indian society. Media in Democratic Society- Political economy mass media

UNIT III

Media, politics and ideology: Market oriented media and social dilemma, culture and communication –mass-mediated culture- Communication and social conflicts- Religion and communication – Popular culture

UNIT IV

Mass Media Dysfunctions: stereotyping, cultural alienation, impact on children; Portrayal of women and children – vulnerable groups

UNIT V

Communication across cultures – new communication technologies - New media context, access, control and use – Digital Divide - Cybercrime – challenges - Regulatory mechanism.

REFERENCE BOOKS:

1. Communication and culture – A World View. K.S.Seetharam.MC Graw hill Publishers. New Delhi, 1991.
2. Mass Media and Political Thought (Ed) SidneyKrans and Richards Perlof, Sage 1985
3. Mass Mediated Culture, Micheal R. Real, Prentice Hall, 1977
4. Communication and Media: Constructing a Cross Discipline –GeorageN.Gordon, Hasting House, 1975
5. Information Inequality, Hebert T. Shiller, Routelge, 1996
6. Television Audience and Cultural Studies, David morley, Routledge, 1998

CASE STUDIES: MEDIA CONTENT

- For Case Studies: Media Content, the student has to take up a case study related to the core subjects offered in this semester of which he/she with the permission and approval from the faculty allotted. He / She should analyze a case and study in-depth and should interpret in the form of a report, which will be evaluated at the end of the semester with a viva-voce.

SEMESTER IV

DEVELOPMENT COMMUNICATION

UNIT I

Development- concept, processes and models of development – Indicators of development Characteristics of developing and developed societies – Gap between developed and developing societies – Development Communication- concept, strategies and barriers.

UNIT II

Development communication issues- health, education, poverty and hunger, agriculture, environment, sustainable development, gender equality, Millennium Development Goals (MDG) – Development Support Communication – Information Education Communication (IEC) and Behavioral Change Communication (BCC) – Case studies.

UNIT III

Research for development communication – Identifying stakeholders – Field techniques for data collection – Participatory development – Participatory Rural Appraisal (PRA) techniques – Computer- assisted reporting and research.

UNIT IV

Human communication and traditional media – Inter-personal and group communication – Origin, concept and characteristics of traditional media- relevance in contemporary society – Case studies of traditional media forms in India- folk songs, folk dances, folk theatre, folk tales, puppetry, folk games and street theatre.

UNIT V

Mass communication and modern media- internet, radio, TV, films and animation Development journalism and communication through grassroots comics, cartoons and posters – Choosing appropriate media, planning and producing communication for developing societies.

REFERENCE BOOKS:

1. Communication for Development in the Third World: Srinivas R. Melkote& H. Leslie Steeves, Sage, 2008.
2. Communication of Innovations– A Journey with Everett Rogers: edsArvindSinghal& James W. Dearing, Sage, 2006.
3. Communication Technology and Human Development– Recent Experiences in the Indian Social Sector: AvikGhosh, Sage, 2006.
4. Communications Development and Civil Society: V.S. Gupta, Concept, 2004.
5. Development Communications and Media Debate: MridulaMenon, Kanishka, 2007.
6. Development Journalism– What Next?– An Agenda for the Press: D.V.R. Murthy, Kanishka,2007

INTERNATIONAL COMMUNICATION

UNIT I

Political, economic and cultural dimensions of international communication - Historical context of international communication- world systems analysis - Imperialism, electronic imperialism & electronic colonialism theory, hegemony – Discourses of globalization

UNIT II

International news flow- imbalance, Media growth- International, regional, internal disparities - International news agencies- Reuters, AFP, AP – Setting global news agenda, news flow patterns- offline and online – A critique of western news values – Al Jazeera: an Arab news media challenging the West – Media's role in international relations and public diplomacy – CNN effect: a case study.

UNIT III

Impact of new communication technology on news flow - Satellite communication- its historical background, status, progress, effects. Information superhighway. Telecommunication and regulatory organization – ITU- Issues in international communication. Transnational media corporations – Cross media ownership – Global internet services – International broadcasting – Code of conduct - Alternative media – Case studies – Inter Press Service, OneWorld.net, Undercurrents.

UNIT IV

Communication as human right. UNOs universal declaration of human rights and communication. International agencies and syndicates, their organizational structures and functions – UNESCO, UNICEF, etc

UNIT V

New World Information and Communication Order- a critique – Alternative communication – Global communication politics today - Propaganda and embedded journalism – Free flow of trade – Protecting intellectual property – Global digital divide – Global public sphere and creating a global civil society. Traditional media ownership and issues of sovereignty and security.

REFERENCE BOOKS:

1. Current Issues in International Communication: L. John Maritn& Rey Eldon Hiebert, Longman, 1990.
2. Global Communication– Theories, Stakeholders, and Trends: Thomas L. Mcphail, Wiley-Blackwell, 2005.
3. Global Communication in Transition– The End of Diversity?: Hamid Mowlana, Sage, 1996.
4. Global Communication: edYahya R. Kamalipour, Wadsworth, 2006.
5. Handbook of International and Intercultural Communication: eds William Gudykunst& Bella Mody, Sage, 2002.
6. International Communication– Concepts and Cases: KwadwoAnokwa, Carolyn A. Lin & Michael B. Salwen, Wadsworth, 2003.
7. International Communication– Continuity and Change: DayaKishanThussu, Arnold, 2006.

NEW MEDIA STUDIES

UNIT I

What are New Media? The Rise of Postmodern, Networked Society, The Early Internet and Web 1.0

UNIT II

Historical context, current trends and future projections of digital communication methods, Finding and Evaluating Online Information

UNIT III

Digital media technologies – current and future – Socio, political, cultural and economical consequences – Social and Technological, Personal Learning Networks

UNIT IV

Digital Industries and the Life Cycle, Digital Economics, Online News, Online Politics, New media and the transformation of time and space

UNIT V

Digital Citizenship: Expression and Regulation, Access and the Digital Divide, Governance and citizenship: democracy, the state and (cyber) activism

REFERENCE BOOKS:

1. Jan A G M van Dijk, (2005). The Network Society: Social Aspects of New Media, SAGE.
2. Leah A Lievrouw, Sonia M. Livingstone, (2006). Handbook of New Media: Student Edition SAGE.
3. New Media & Society, Sage Publications, 2003
4. Lyn Gorman, David McLean, (2009). Media and Society Into the 21st Century: A Historical Introduction, John Wiley & Sons.
5. Eugenia Siapera, (2011). Understanding New Media, SAGE.
6. Martin Lister, (2009). New Media: A Critical Introduction, Taylor & Francis.

SCRIPT WRITING

UNIT I

Storytelling and drama – conception of idea - sources – types of storytelling –characteristics of a story – basic structure of a story – cause effect event structure – narratives – types

UNIT II

Scriptwriting – types – characteristics –elements of scriptwriting – Action, character, setting, theme, structure – different types of characters – types of scripts based on structure – three act structure – plot points – sequences

UNIT III

Scriptwriting for different media, programs, time chunks, fiction-non-fiction, documentaries, Entertainment Programs (un-scripted) - writing for special audiences.

UNIT IV

Scriptwriting tools and techniques – formats – dialogue – basics of script analysis

UNIT V

Practical: Submission of scripts and script analysis assigned by the course teacher

REFERENCE BOOKS:

1. Armer, Alan; Writing the screenplay, Wadsworth. Thompson earning, 2001
2. Morley, John: Scriptwriting for high impact video. Wadsworth
3. Millard Robert- Writing for Television and Radio
4. James Thomas-Script analysis for Actors, Directors and Designers

SCIENCE COMMUNICATION

UNIT I

Definition of science communication – nature and scope of science communication – Characteristics of Science Communication – Promoting scientific temper – Method of Science- Social role of the science communicator - qualifications of a science communicator. Media as a tool for science development – Government's media tools for science communication.

UNIT II

Science communication movements and organizations – science reporting –Science Popularisation - Chipko Movement – Appiko Movement–Narmada BachaoAndolan–Silent Valley movement–Green peace-VigyanPrasar – NCSTC – Koodangulam Issue- National Council of Science Museums-Science Forum – Science Clubs - Children's science forum.

UNIT III

Science Communication and Development–Science popularisation and rural development-Green revolution and White revolution-Science Reporting; Role of media in sensitizing the people – Pollution-Air, water, soil-Biodiversity preservation; International Protocols, Global summits- Significance of environment conservation, need for proper research and accurate data.

UNIT IV

Evolution theory-Social impacts of Evolution theory-Emergence of modern science- Science and Enlightenment-Science content and Book and Encyclopedia publishing-Science content in journalism.

UNIT V

Science, Nature and Gender-Modern science as patriarchy's project - The violence of reductionism - Profits, reductionism and violence - Two kinds of facts - Two kinds of rationality – Modern science and ecological crises - The natural-unnatural divide- Women in Nature- Nature as the feminine principle - Nature and women as producers of life – Gender ideology vs. the recovery of the feminine principle.

REFERENCE BOOKS:

1. Vandana Shiva, *The Violence of the Green revolution*, Zed Books, London, 1993.
2. Vandana Shiva, *Staying Alive: Women, Ecology and Survival in India*, Kali for Women, New Delhi, 1988.
3. Sharon M.Friedman, *Scientists and Journalists* (Reporting Science as News)
4. Rachael Carson, *Silent spring*, Penguin Publishers, New Delhi, 2000.
5. Robert Darnton, *The Business of Enlightenment: A Publishing History of the Encyclopédie, 1775-1800*, Belknap Press Of Harvard University Press, 1987.
6. J.V. Vilanilam, *Science Communication and Development in India*, Sage, New Delhi, 1993.

DISSERTATION / DOCUMENTARY

For dissertation the student has to take up a research study with the permission and approval from the guide allotted. He should choose from the broad field of Journalism and Mass Communication and submit the research report. The viva-voce will be held at the end of the semester.

Documentary

Every student opting for documentary production should produce the same on any socially relevant theme. The duration of the documentary should be for 10-15 minutes with sub-titles in English.

LAB JOURNAL& INTERNSHIP

Lab Journal - Every Student has to edit and publish one issue of THAMIRABANI in Soft/Hard copies of a 12 page under the supervision of a teacher concerned. The Student shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. Marks shall be assigned for quality of language, content and design.

Internship –The students need to undergo internship for Four weeks at a stretch in any media organizations outside the southern districts of Tamil Nadu during the first year end semester holidays in consultation with his/her mentor/HOD.